



# Services and Capabilities

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**Trey Boden**  
FOUNDER/CREATIVE DIRECTOR

4190 WATERLOO CIRCLE  
TUCKER, GA 30084

[www.createwithroar.com](http://www.createwithroar.com)

Hello,

We are glad you are interested in discovering more about Roar. We are excited to meet you and hope to make you our next BrandPartner.

We are a proud pride of creatives who want to work with kick-ass brands that matter. We love to inspire courage, take risks, and help brands discover a new level of focus and clarity.

On behalf of our team we can't wait to get started.

**Trey Boden**  
FOUNDER



Let's make your brand roar.



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# About us

WHAT WE DO

**We help brands  
focus and clarify  
their identity to be  
a leader in their market.**

At Roar we want to start our process with empathy. We want to best understand who you are through meaningful interviews and dialogue.



## Our History

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# We help brands focus and clarify their identity to be a leader in their market.

Roar partners with brands who are looking to transform in a constantly changing world. To stay competitive brands have to make countless decisions about how they connect and relate to their customers. We believe that identity is the steadfast anchor that will help brands stay true to who they are.

But...

As we all know when navigating change it's easy to lose sight and at times it's tough to take time to reflect, reimagine, and refocus. This where where Roar can help. We help brands focus and clarify their identity to be a leader in their space.







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# Meet the team



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# Trey Boden

CREATIVE DIRECTOR / FOUNDER

Trey is the Founder and Creative Director of Roar. He founded the company in 2019 to work with brands outside of the education sector. He has been working at The Mount Vernon School as the Creative Director for 5 years.

Some may wonder, “What does a school need a creative director for?” Schools produce more content than most people could ever believe. Especially schools like Mount Vernon which Trey has helped lead its branding from an unknown day-school in Sandy Springs to a nationally recognized school of innovation.

Trey has worked on identity and branding projects for his entire tenure at Mount Vernon. Projects include fundraising campaigns, interior branding and design, conferences and event production, logo identity, strategic visualizations, and advertising/marketing efforts. A typical year brings between 250-300 individual projects across 15+ clients.

MEET THE TEAM

# Team Roster

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Cooper Fiscus Van Rossum

**MARKETING DESIGNER**

Lead marketing specialist who helps inform strategy for both digital and print mediums. He has also been known to eschew the digital arts entirely and build furniture, specifically dining room tables.

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Rikki Hagerty

**CREATIVE DESIGNER**

Talented graphic designer who brings fresh and new ideas to the table. Fun note... she wants to be an actress named Rikki Madison.

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John Ennis

**COPYWRITER**

A 'jack-of-all-trades', John's specialties include messaging, branding, and strategic development across multiple media including digital, social, traditional, direct, and B2B.

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# Our capabilities and services

# Our Services and Capabilities

Roar offers brand management services which empower brands to communicate with focus and clarity.

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## WHO WE ARE

A COMMUNITY OF CREATIVE PEOPLE  
STRATEGISTS AND CHAMPIONS  
ARTISTS AND COLLABORATORS  
PEOPLE-CENTERED  
DESIGNERS AND ILLUSTRATORS  
PHOTOGRAPHERS  
FUN, TRUSTWORTHY, AND COMMITTED

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## WHAT WE DO

BRAND STRATEGY  
BRAND IDENTITY  
BRAND MARKETING

# Our Services

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## Brand Strategy

Roar examines your brand from top to bottom for places to provide more clarity to customers. Roar can create a road map to bring focus to your brand's visual and experiential identity while working with your organization to reposition yourself among competitors..

## Brand Identity

Logos, marketing collateral, web graphics, print and digital creative for advertising, strategic visualizations, presentations, video direction, and pretty much the visual kitchen sink. We can create visual brand assets for your business. Let us know how we can help and we will be ready to go.

## Brand Marketing

Looking to break into a new market? Let us guide you through auditing your brand's effectiveness among the competition. From there we can create print and digital marketing materials that effectively communicate your services clearly to your target market.

## Our Approach

At the center of everything we do relationships come first. We believe that relationships drive better ideas.

As a result we use a process grounded in **design thinking**.

Design Thinking

*an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding.*



WHAT WE DO

## Discovery

We start with understanding the uniqueness of each BrandPartner we work with.

This begins with a facilitated discovery session with your organizational leaders and customer.





## Define

The bedrock of a brand is the way it communicates its purpose and product to the people they serve.

We help BrandPartners create shared understanding and common language of their brand position in the market through the StoryBrand framework.





Storybrand

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## What Makes StoryBrand So Different?

The StoryBrand Framework is revolutionary because it teaches you to stop playing the hero in the story, and instead, invite customers INTO a story. Thousands of companies have made millions of dollars using the StoryBrand Framework and marketing system. But, how can you know if you are doing it right? The answer is to attend a workshop or hire one of our facilitators.

Taken from [storybrand.com](https://storybrand.com)





WHAT WE DO

## Design

Now with a firm foundation and a common understanding of your brand we can chart a course for extending your brand.

This is the point where we determine the services that best meet your needs.



# Other Services and Rates

<p><b>Brand Strategy</b></p> <p>Creative and Experience Consulting          Strategy Retainer          Strategy Session</p>	<p>\$138 / Hour          \$700 / Month (5 Hours)          \$1,500 / Day</p>
<p><b>Brand Identity Services</b></p> <p>Identity Standards Manual          Logo Design          Strategic Visualization          Signage          Full Website          One Page Website</p>	<p>\$1,500 - \$2,500          \$1,500 - \$2,500          \$3,000 - \$20,000          \$1,500 - \$3,500          \$3,000 - \$15,000          \$2,700</p>
<p><b>Brand Marketing Services</b></p> <p>Auditing and Research          Digital Marketing          Marketing Retainer          Print Marketing          Stationery, PowerPoint or Keynote Design          Signage          Video Production          Voice and Messaging</p>	<p>\$1,000 - \$3,000          \$500 - \$2,000          \$700 / Month (5 Hours)          \$500 - \$1,500          \$2,000 - \$4,000          \$1,500 - \$3,500          \$5,000 - \$20,000          \$2,500 - \$4,500</p>



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# Testimonials

“

**As a small business owner, I knew I needed branding, but I had no idea where to start. Roar helped guide me through the process of creating more than just a logo. They helped me create an identity.**

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Amanda H.

OWNER  
DESIGNED BY AMANDA

Design

“

**Trey is a brilliant strategist and has a unique knack for bringing clarity to projects and designing intuitive solutions. He puts relationships first and really gets to know you so that he can help craft a brand that is an extension of who you are.**

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Austin Grigg  
PRESIDENT  
KALON CREATIVE

Design

“

When it came time to reimagine our business Trey helped us transform our brand positioning at a time we needed it. The people-centered approach kept our customers in mind as we become a better guide to the problems they face.

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Alex

Blumencranz

EXECUTIVE DIRECTOR  
MVIFI

Design





I've had the honor of working with Trey when he was in both a leadership and later in a brand facilitator capacity, and believe me when I say that what he brings to the table is a secret sauce of clarity and energy. His ability to motivate those around him – while keeping the group honest and focused in their task at hand – is uniquely inspiring. Anyone who gets to engage with his services is in for a treat!

Design

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Nicole Wedekind

BOARD OF DIRECTORS  
LOVE NOT LOST



**Working with Roar was fast, informative, and a great experience. As a new business owner I believe that Roar has helped translate the heart of my brand into a visual experience that stands out among my competition.**

Design

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**Meghan Cureton**  
OWNER  
CURETON CONSULTING



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# Case Studies



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# MVIFI

**CLIENT**

Mount Vernon Institute for Innovation

**CHALLENGE**

How do we reimagine our brand position and expand our market?

**DELIVERABLES**

Brand Strategy and Architecture  
Facilitated Brand Strategy Sessions  
Visual Identity Design  
Brand Experience Consulting

# NAVIGATING INNOVATION NEEDS A GUIDE

We can help.



mvifi.org



## Project Story

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### The Client

MVIFI was started in 2010 as an internal research and development team specializing in innovative curriculum and instructional strategies through a design thinking approach.

In 2019 MVIFI was restructured to become a thriving consultancy for innovators in non-profit and for profit organizations. Their goal was to become a non-tuition revenue generator for The Mount Vernon School. In pervious years MVIFI generated under \$80,000 in consulting fees. By 2022 their goal is to be over \$750,000.

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## Former Brand Focus

An R&D lab and transformation design studio that shares thought and action leadership, hosts dynamic events, design programs and products, and consults.



The initial request for proposal was for a new visual identity that would bring 'new life' into the organization.

After an initial discovery session it was determined that a deeper issue existed. The brand of the organization needed a clearer brand position, reframed services, and a more focused need they were meeting for clients.



## Our Approach

# StoryBrand

Using the BrandScript process we identified their the problems their hero (customers) are facing and developed a new empathetic statement their brand can communicate with their customers.

## Hero

A person who is a change-maker, with organizational influence, who sees an opportunity for change and recognizes a need to differentiate in order to stay relevant.

## Problems they face

They don't know where to start.  
They don't have the right team.  
They are the home town profit.  
"I cannot figure out how to lead change even though I know it needs to happen."

## Empathetic Statement

Navigating innovation needs a guide.





# NAVIGATING INNOVATION NEEDS A GUIDE

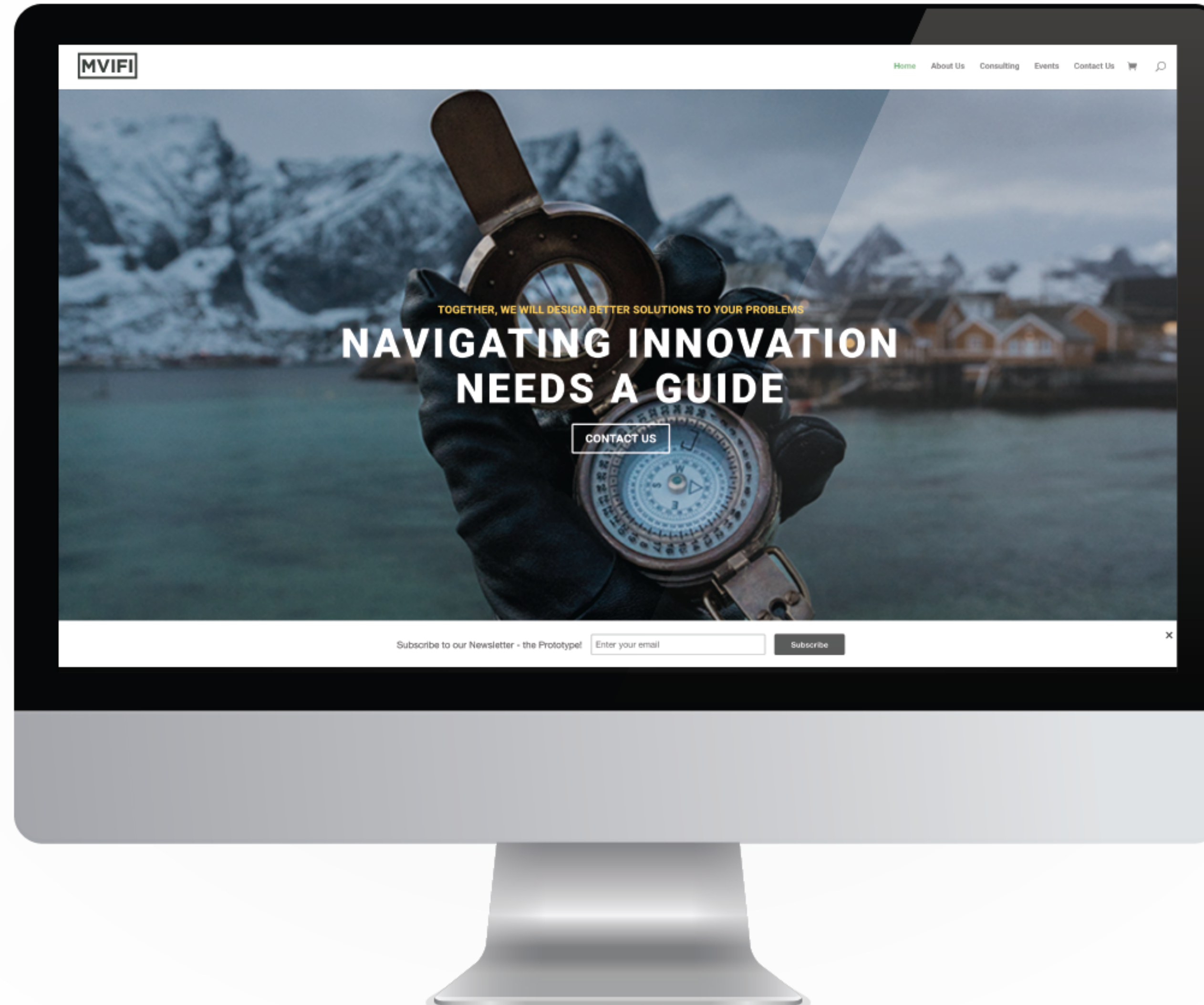
We can help.

**MVIFI**

[mvifi.org](http://mvifi.org)



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**NAVIGATING INNOVATION NEEDS A GUIDE**  
We can help.

**MVIFI**  
consults

mvifi.org



**NAVIGATING INNOVATION NEEDS A GUIDE**

Offering An Introductory Design Thinking Workshop

**MVIFI**  
mvifi.org



**NAVIGATING INNOVATION NEEDS A GUIDE**

School Reimagined  
Experience And Tour  
The Mount Vernon School

**MVIFI**



**NAVIGATING INNOVATION NEEDS A GUIDE**

Offering An Introductory Design Thinking Workshop

**MVIFI**

mvifi.org



**NAVIGATING INNOVATION NEEDS A GUIDE**  
We can help.

**MVIFI**  
consults

mvifi.org



**NAVIGATING INNOVATION NEEDS A GUIDE**

Transformation Tour  
Tour and Q&A With  
The Mount Vernon School  
Senior Leaders

**MVIFI**



## Our Approach

# Brand Positioning

Clarifying the hero and empathetic statement helped refocus MVIFI's brand position in their marketplace

## What

MVIFI is the only change management consultancy with expert learning practitioners

## How

that uses design thinking to guide innovation and change

## Who

for organizational innovators

## Where

in education or for-profit companies

## Why

who are inspired or lost in the process of transformation, change, or innovation

## When

during a time when their organization or market requires them to meet unpredictable demands or challenges.



## Our Approach

# Simplified Brand Positioning

By leveraging their expertise in learning, people-centered design principles, and transformation strategy, MVIFI guides organizational innovators who are navigating change.



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market

discipline

**Change management learning experts**  
for **organizational innovators.**



“

When it came time to reimagine our business Trey helped us transform our brand positioning at a time we needed it. The people-centered approach kept our customers in mind as we become a better guide to the problems they face.

Design

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Alex

Blumencranz

EXECUTIVE DIRECTOR  
MVIFI



Discovery Session  
BrandScript  
Positioning Statements  
Revised Visual Identity  
Simplified Website  
Digital and Print Marketing Creative  
Proposal and Case Studies Slide Decks  
Stationary and Report Templates

## Deliverables

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# Cureton

**CLIENT**

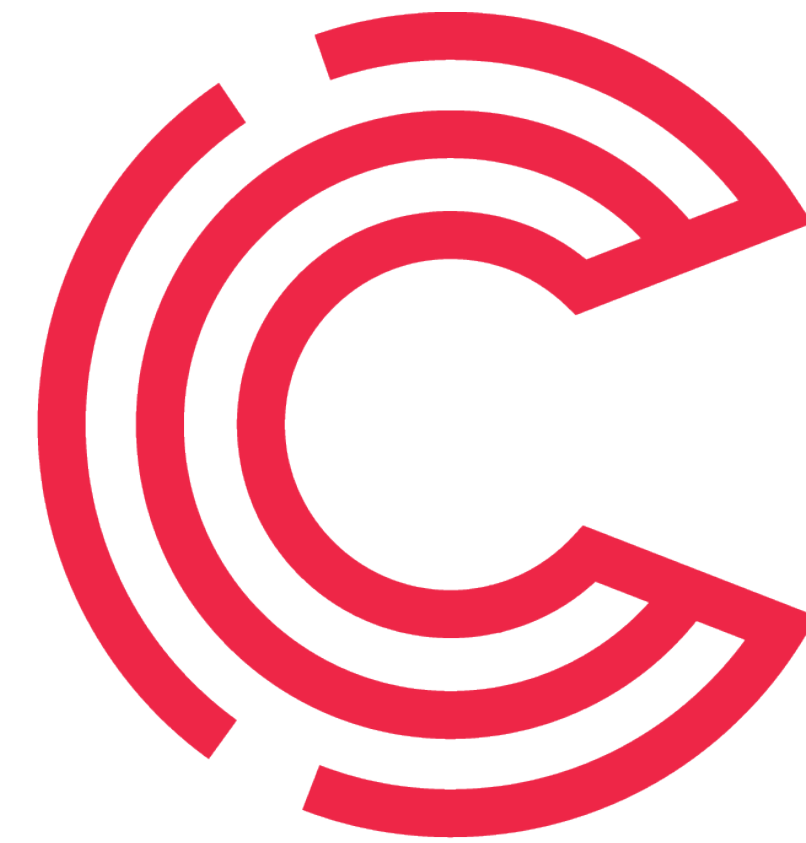
Cureton Consulting

**CHALLENGE**

Create the visual identity of a brand that communicates expertise.

**DELIVERABLES**

Brand Strategy  
Visual Identity Design  
Creative Consulting



cureton

## Project Story

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### The Client

Cureton Consulting was a newly established LLC looking to create a charismatic, accessible visual identity. Their customers are educational leaders who are leaning into doing school differently; however, they feel they need more direction in order for them to be successful. They believe there has to be a better way to do school.

Cureton Consulting was a new company and needed a way to visually look more established and confident in the crowded space of educational consultants.

Cureton Consulting has spent many years working in schools as an expert practitioner in the classrooms, administration teams, and as curriculum designers.



## Our Approach

# Identity Sprint

## Timeline

This project was conceptualized and delivered in under two weeks. The project included

- Simple Brand Positioning
- Logo Design
- Stylescape
- Website Front Page and Contact Link Path
- Report and Proposal Templates



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# Simple Brand Positioning

Cureton consulting was looking for clarity to explain their brand's value proposition. Using the Brandframe, Roar's framework for brand positioning and messaging, Cureton Consulting began to focus their brand messaging and purpose.

Product / services

- Educational Consulting
- Executive Coaching
- Facilitation / Workshop / Keynote
- Tools for leaders in PL

**Brand Snapshot**

Culture	Customer	Voice
How would your customers and employees describe your company?	How would you describe your ideal customer?	What does your brand sound like to others?
Charismatic & dynamic passionate about empowering youth	- Educational leader who is leaning into doing school differently - understands there is a better way - and is maybe even trying things out, but has no clear direction or strategy to scale it.	- Accessible / Practical - Knowledgeable / Credible - Friendly but professional
Feeling	Impact	X-Factor
What does it feel like to use your product?	What do you believe that matters to your customer?	What makes your brand special?
Affirmed and more confident Freed to try new ideas Enabled	A better way to do school A set of tools, practices and beliefs that can translate to many contexts/schools	Strategy & vision meet practical and tangible

Name \_\_\_\_\_ provides \_\_\_\_\_ Product / Service \_\_\_\_\_ to \_\_\_\_\_ Customers \_\_\_\_\_

in a \_\_\_\_\_ Culture \_\_\_\_\_ environment with a \_\_\_\_\_ Voice \_\_\_\_\_ voice, helping them feel \_\_\_\_\_ Feeling \_\_\_\_\_

and \_\_\_\_\_ Impact \_\_\_\_\_





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market

discipline

**Expert Educational Consultants**  
for **Administrative Teams Looking For**  
**a Better Way to do School.**



## Initial Concepts

When we are making an identity we go for volume for different variations.

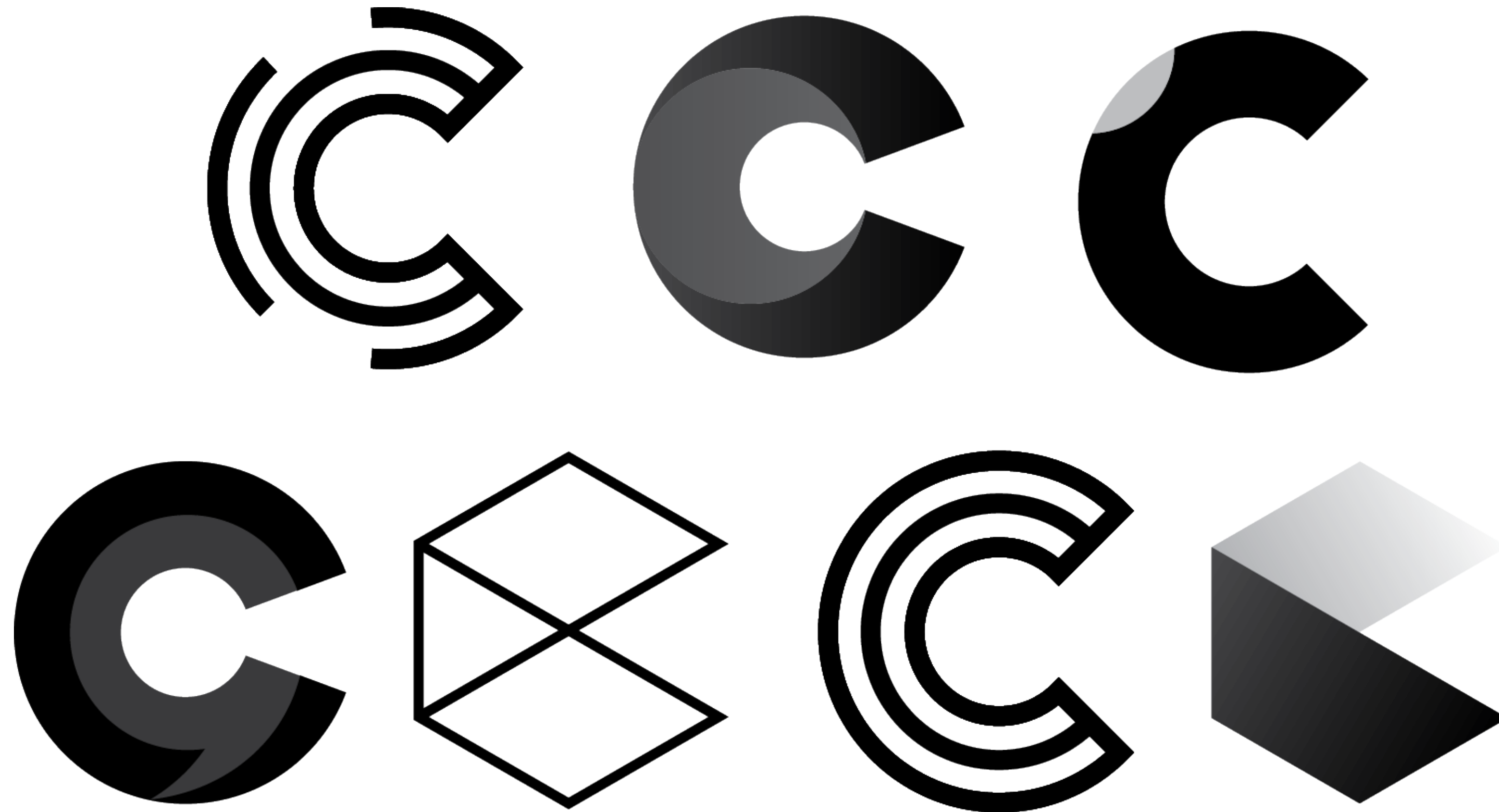
These concepts were to leverage the “C” in Cureton with a corporate, established look to the mark.

Logo

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**Then we narrowed down to these concepts.**

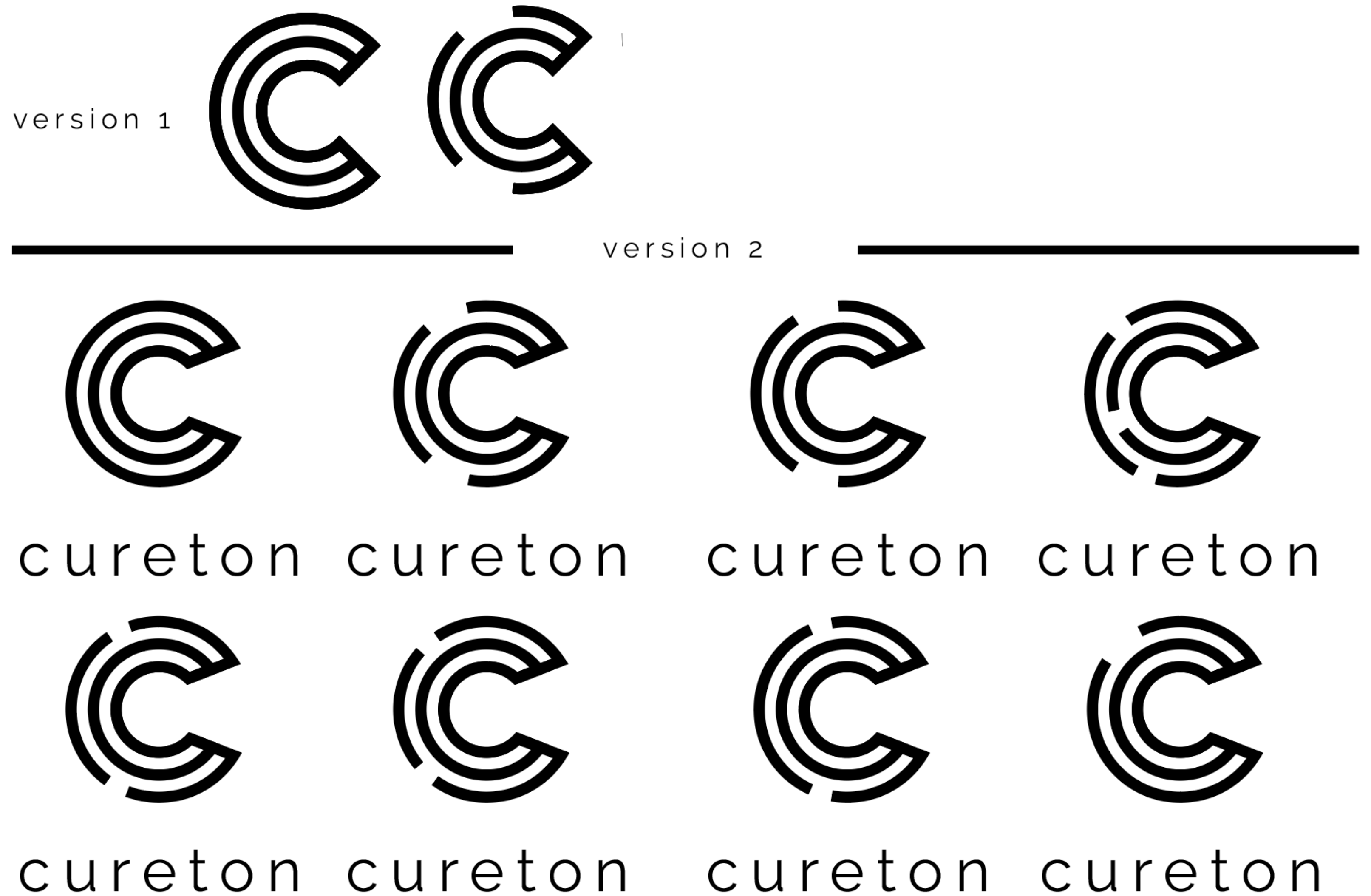


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Navigating the process we came to the conclusion that referring to the brand simply a Cureton in look brings a feeling of an established brand.

This decision seemed to align the brand of consulting companies like Deloitte who often refer to themselves by a single name.

For the time being 'consulting' will be associated with the brand through a tagline, but this decision allows for future branding to be service agnostic as the company scales beyond consulting.



## Initial Concepts

Next, we looked at color schemes. Cureton Consulting work in the education sector. Our goal was to produce a brand that felt lively and innovative. The following schemes communicate with progressive, established, and 'educational' part of the brand.

### Color Scheme

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## High-level Brand Concept

At Roar we use a technique called Stylescapes to create high-level brand concepts to confirm the brand look and messaging before going deeper into the creating brand assets for marketing.

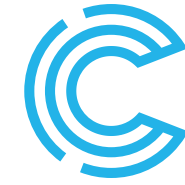
This process creates a 105”x10” concept that will be the foundation for the future look of the brand.

Stylescapes

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## Services

### Executive Coaching

Change requires an individualized and flexible approach because change is hard. Let's talk more about what is right for your you and your team.

### Workshops and Keynotes

Meghan is an agile facilitator and keynote speaker. Her topics include: design thinking, learner-centered approaches, professional learning, CBE, PBL and more.

### Courses and Products

Stay tuned to find out more about Meghan's upcoming products and courses!

## colors



#FA1E44



#FEC925



#C9E3DB



#5AB190



#00B4EB



## Raleway

A B C D E F

G H I J K L M

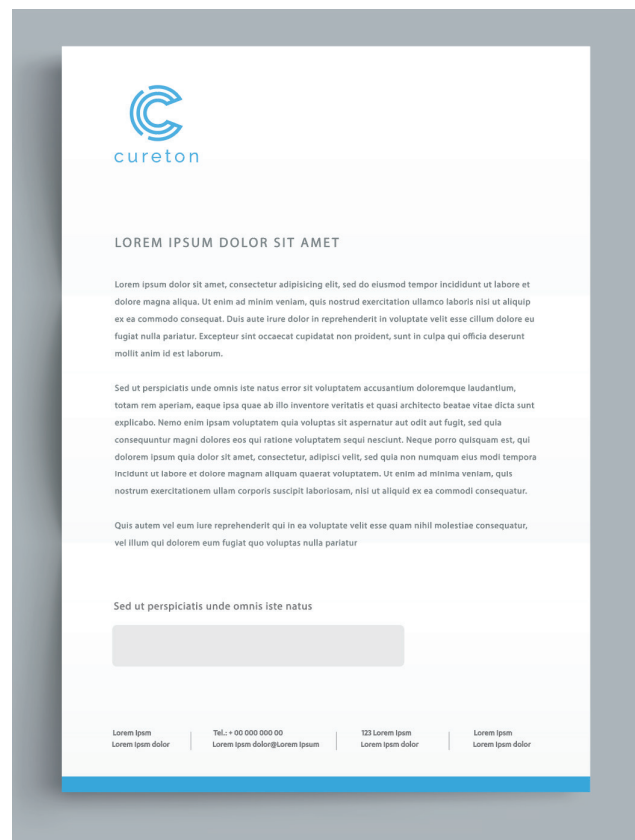
N O P Q R S T

U V W X Y Z





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2020 Cohort Beginning Soon!





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Proposal, pitch slide decks, stationary, and business cards are among a few examples of how Roar extended this branding into Cureton's brand assets.

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12

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Proposal, pitch slide decks, stationary, and business cards are among a few examples of how Roar extended this branding into Cureton's brand assets.

100% | Normal text | Raleway | 10 | **B** *I* U A | [Icons] | [Icons] | [Icons] | [Icons] | [Icons] | [Icons] | [Icons] | [Icons]

1 2 3 4 5 6 7 8



Meghan Cureton  
Address Line 1  
Address Line 2  
Phone Number

## Heading 1

Lucas ipsum dolor sit amet lando calamari ventress moff darth han jinn dooku hutt c-3po. C-3po organa moff dagobah dagobah darth hutt jar. Sebulba kit skywalker hutt. Calamari calrissian ben moff lobot. Sebulba luke wedge hutt moff ewok. Ventress hutt antilles skywalker lando kit endor moff. Owen moff jade grievous. Dantooine segura palpatine ackbar jabba binks leia r2-d2 bothan. Antilles ben calamari padmé mandalorians jar. Wedge mothma jinn utapau baba yoda organa. Ponda darth grievous amidala moff darth.

## Heading 2

Jinn anakin antilles baba darth padmé antilles. Hutt amidala ahsoka solo solo dagobah. Dagobah vader jar jango darth fett. Skywalker kessel jade thrawn k-3po. Dantooine dooku anakin grievous darth segura yoda mon. Lando sith darth fett dooku antilles wicket wampa jawa. Jinn kamino mon wampa windu calamari dooku. Calamari mustafar greedo antilles. Padmé kamino wampa solo hutt naboo amidala. Chewbacca greedo wookiee mon. Lars bespin hutt leia mothma palpatine calamari coruscant binks. Windu boba darth lando maul r2-d2 anakin.

## Heading 3

Cade cade c-3po moff qui-gonn utapau. Kessel antilles anakin organa binks maul antilles gamorrean darth. Yavin grievous darth jade ahsoka solo vader. Dooku mustafar antilles gamorrean amidala palpatine jade.

- Calamari aayla mara jabba wedge hutt leia. Wedge jango baba wedge c-3po jinn twi'lek antilles bespin.
- Anakin mace wedge antilles yoda darth boba solo solo. Baba calamari lobot darth. Moff darth zabrak



## Website Front Page & Contact Pathway

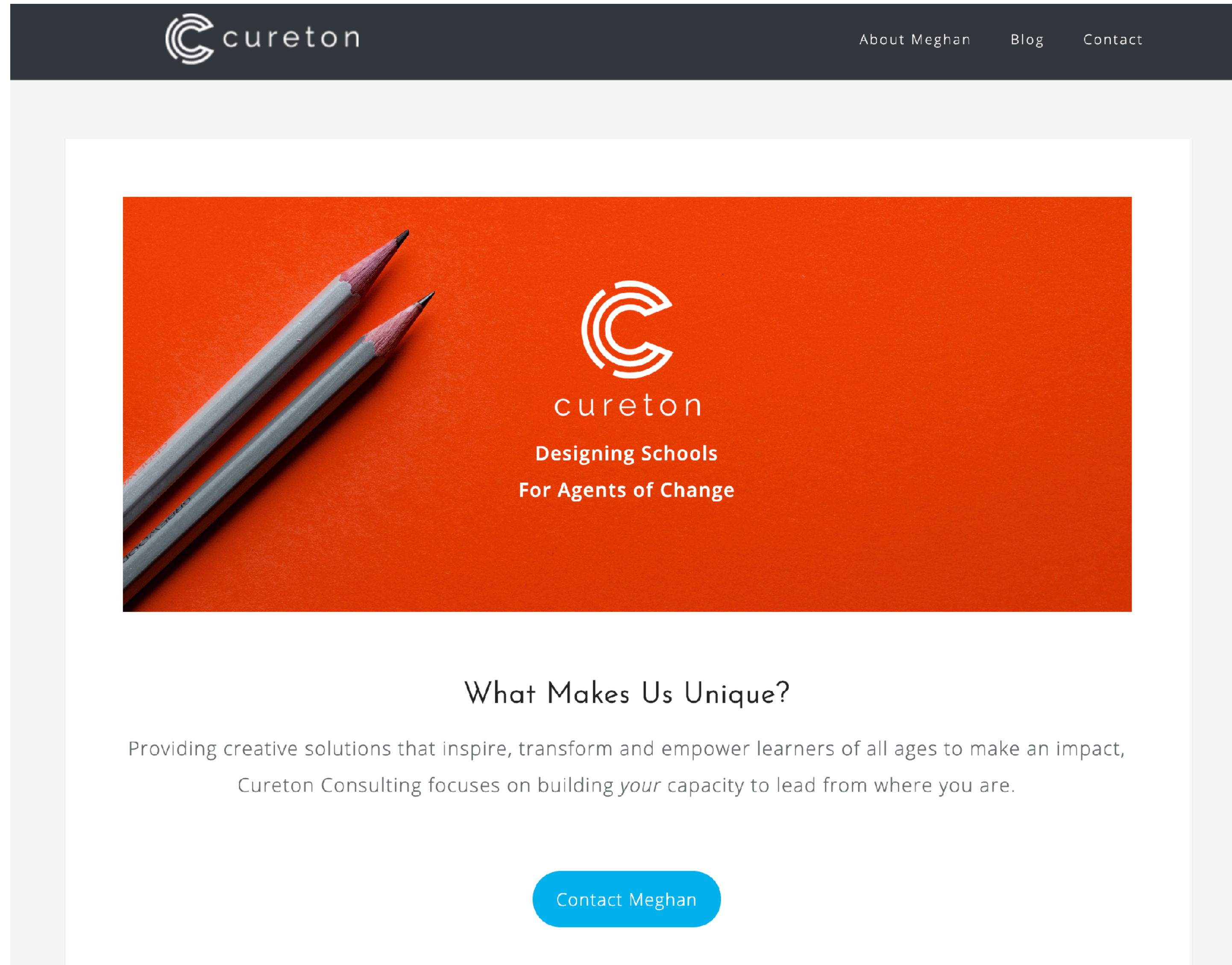
---

## Web Reskin

Lastly, we collaborated with Cureton reimagine their front page with the new branding. The goal was to raise the professionalism and established look of the brand by deploying new brand assets on their website.

We also helped create more CTAs (Call to Actions) for customers to contact Cureton for services. These buttons linked to a new contact form with service selections.

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The screenshot shows the top portion of a website. At the top is a dark grey navigation bar with the Cureton logo on the left and the links "About Meghan", "Blog", and "Contact" on the right. Below the navigation bar is a large hero section with a solid orange background. On the left side of the hero section, two grey pencils are shown diagonally. In the center, the Cureton logo is displayed above the text "cureton", "Designing Schools", and "For Agents of Change". Below the hero section, the heading "What Makes Us Unique?" is centered, followed by a paragraph of text: "Providing creative solutions that inspire, transform and empower learners of all ages to make an impact, Cureton Consulting focuses on building *your* capacity to lead from where you are." At the bottom center of the hero section is a blue rounded rectangular button with the text "Contact Meghan".





**Working with Roar was fast, informative, and a great experience. As a new business owner I believe that Roar has helped translate the heart of my brand into a visual experience that stands out among my competition.**

Design

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**Meghan Cureton**  
OWNER  
CURETON CONSULTING



Positioning Messaging  
Revised Visual Identity  
Simplified Website  
Proposal Slide Decks  
Stationary and Report Templates

## Deliverables

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# Designed By Amanda

**CLIENT**

Amanda Holder, Interior and Architectural Designer

**CHALLENGE**

How might we create a new identity that looks as if it has been established for years in the Atlanta market.

**DELIVERABLES**

Brand Strategy and Architecture  
Visual Identity Design  
Creative Consulting

*designed*  
by amanda

---

# Mosaic Autism Services

**CLIENT**

Mosaic Autism Services

**CHALLENGE**

Create a brand identity and style guidelines for a consulting service that serves parents with children who have autism.

**DELIVERABLES**

Identity Standards Manuals  
Visual Identity Design  
Creative Consulting



## Mosaic Autism Services

Identity and Style Reference





The initial concept was a modern take on a mosaic. The company brings support and comfort to families already experiencing a world that can be complicated and emotionally exhausting.

The identity shown depicted a family (the main diamond) being led by Mosaic. The consultancy partners and comes along side families as they navigate the twist and turns of having children with autism.

The initial concept was rejected because the client felt the mark didn't communicate clear enough that their services were for families who have children with autism.





[What Is Autism?](#)

[Help & Information](#)

[Our Work](#)

[Get Involved](#)

[Que es el autismo?](#)

[Donate](#) ▶

# A Brighter Life on the Spectrum

A new campaign inspired by the vast and diverse autism community, featuring stories of people with autism across the spectrum and throughout the life span. Together, we can create a brighter life on the spectrum.

[Learn More](#)



Autism speaks is the leading advocate for people with autism and their families. Their logo anthropomorphizes a puzzle piece.

Puzzle pieces are one of the more common ways organizations who service people with autism and their families ground their identity.





# Final Logo



**Mosaic Autism Services**



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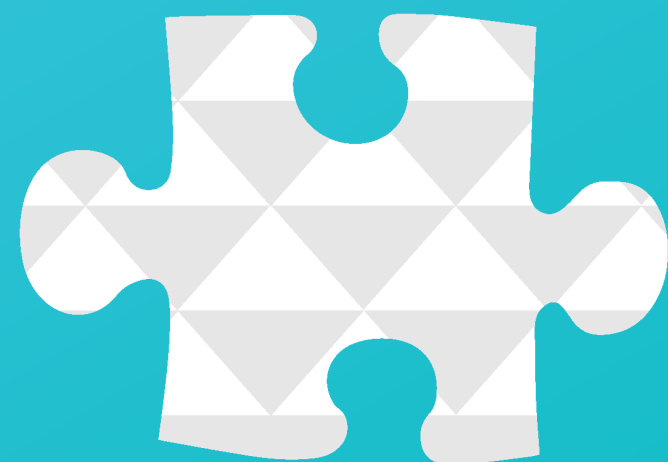




### Full Color Logo



### Grey Scale Logo



Gradient from bright color to shade of same color  
-60° Angle

### Scaling

The logo identity can scale down to an inch for reproduction. Under one inch please use the puzzle piece with the primary and secondary colors



3.5"



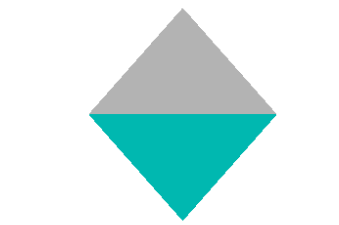
1"



0.5"

## Color Palette

The color palette is divided between bold and muted colors. Bolder colors are used for the bottom of the mosaic diamonds. The muted colors are used for the top.



Bottom of Diamonds



HEX #ce372f  
CMYK 13 | 93 | 93 | 3



HEX #faa41a  
CMYK 0 | 44 | 99 | 0



HEX #00b8b0  
CMYK 74 | 11 | 38 | 0



HEX #b4015c  
CMYK 25 | 100 | 42 | 6



HEX #510c5d  
CMYK 74 | 100 | 28 | 26



Top of Diamonds



HEX #d5514a  
CMYK 11 | 83 | 73 | 1



HEX #fcc46a  
CMYK 0 | 24 | 67 | 0



HEX #3dc9c3  
CMYK 64 | 0 | 30 | 0



HEX #ba1569  
CMYK 25 | 100 | 33 | 2



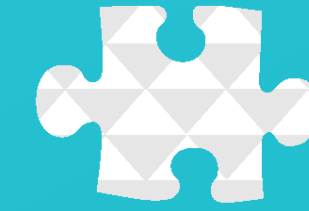
HEX #5c1b67  
CMYK 74 | 100 | 27 | 16

Hex values can be used in most presentation to display accurate color. CMYK values are referenced for designers and printers to get a consistent product.



## Typography

Kanit is a free Google font Typeface that can be downloaded. It is also accessible in Google Drive and Typekit.



### Kanit Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

### Kanit Light

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

### Kanit Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**

### Kanit Black

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**

## The Client

Mosaic was a company formed to help parents better understand how to navigate having a child with autism. They aid parents in finding the best educational and emotional services for their child.

The business was looking for a way to stand out from other services. They also want to be empowered to extend their brand into their own presentations and documents.

## Project Story

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Brand and Style Guidelines Manual  
Visual Identity  
Business Cards

## Deliverables

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Thank you.